

**OUR TWO PLANETS:
TO FREE ENTERPRISE FROM CAPITALISM
FOR CIVILIZATIONS ON MARS AND EARTH**

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ABSTRACT

Dr. Robert Zubrin states that one of the main purposes for colonizing Mars is for humans to explore alternative social structures, even if they fail. He observes that the defacto global civilization, the "United West" is now faced with the ultimate challenge, to explore without being driven by an **external** stress. After reaching a level of comfort and security, the Egyptian and Roman empires did not rise to this challenge and they fell into ruin. The economic philosophy outlined here is based on **internal** motivation, which is native to free enterprise and alien to capitalism and socialism. Budget constraints, a symptom of the now inadequate tools of capitalism and socialism have hindered the exploration of Mars, and the spirit of free enterprise itself. Martian colonization promises the **ultimate economic goal**: For every human to be truly needed and appreciated for their service.

THE ECONOMIC SITUATION ON EARTH TODAY:

Growing condemnation of multinational corporations who exercise global capitalism. Organized **labor** and **environmentalists** lead mass protests in Seattle, Washington, Davos, Switzerland and Washington, DC against the **undemocratic World Trade Organization**.

OUTDATED ASSUMPTIONS THAT DRIVE THE ECONOMIC SITUATION ON EARTH TODAY:

- With the industrial revolution, humans naturally wanted (and deserved) a higher standard of living. However, higher standards of living do not have to be adverse to workers' rights and environmental stability.
- **Capitalism** makes the assumption that people are primarily motivated by greed and are otherwise lazy - that **external motivation (the carrot) is required**.
- **Socialism** makes the assumption that only the state knows what is best for people and that submission to the state through **external motivation (the stick) is required**.

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WE CAN CHOOSE BETWEEN ALTERNATIVE PHILOSOPHIES OF ECONOMICS:

- Keep **exchanging** time for money and money for things - **external** reward structure.
- Discard money and **barter/exchange** things for things. This option is still susceptible to win/lose temptations - **external** reward structure.
- Discard money and schedule an **interchange** of production, distribution and consumption (definition of economics) of goods and services. *From each according to his or her interest and ability, to each according to his or her desire and need. (Internal reward structure.)*

RECOMMENDATION:

When mass colonization of Mars occurs, those who oppose the external/exchange reward structures of capitalism and socialism on Earth **retire from Earth** and do what retirees do, **volunteer, on Mars**. The **Martian experiment** will prove or disprove the efficacy of this economic philosophy.

ACTION PLAN:

- Engage in "dinner table" conversation to **provoke thought** on this philosophy.
- Contact Martin Schwab, 10 Lawson Place #5, Yellow Springs, Ohio 45387, for a copy of ***Our Two Planets*** in booklet form. The author asks that you cover the cost of printing and shipping
- To arrange a group discussion, contact Martin Schwab at by phone or email.